

Crafters Den by DSA



The Crafters Den file consists of mostly mail order multi-buyers of craft supplies. The mostly female buyers are purchasing, sewing, cross stitch and quilting supplies. All buyers are multi-buyers of crafting products and selectable by category.

SEGMENTS

328,276	Total Universe / Universe Rate	\$80.00/M
65,000	1 Mos. Craft Products Multi-Buyers	+ \$10.00/M
135,852	3 Mos. Craft Products Multi-Buyers	+ \$5.00/M
328,276	12 Mos. Craft Products Multi-Buyers	\$80.00/M
	Fundraiser Rate / Enhancements Add'l	\$75.00/M
	At Email Address	\$85.00/M

ID NUMBERS

Manager ID	
NextMark ID	470280
mIn ID	470280
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Direct mail sold, mail order, donor, subscription transactions, Buyers, Multi Sourced, Compiled lists, Multi-buyers

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	11/22/2016
New to Manager	10/21/2016
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	11/22/2016
"New to System"	11/23/2016
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

DESCRIPTION

The Crafters Den file consists of mostly mail order multi-buyers of craft supplies. The mostly female buyers are purchasing, sewing, cross stitch and quilting supplies. All buyers are multi-buyers of crafting products and selectable by category.

Special Selects:

Age, Income, Gender, Children by Age Range, Donor by Causes, Product Categories: Sewing, Stitching, Quilting. Interests Bible/Devotional. # of purchases, average purchase amount.

Minimum for Emails: 25,000

Includes 2 tests, deployment and tracking reports. Personalization available. Creative required for approval. HTML & Plain Text needed for Email. Client to supply subject line & seed list. Creative must contain client name and address. Additional test blasts at \$100/ per additional test. Creative Services Available.

SELECTS

Age	\$6.00/M
Childs Age Range	\$6.00/M
Demographic	\$6.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$6.00/M
Lifestyle	\$6.00/M
Product Category	\$6.00/M
Multi-Buyer: 2+, 3+	\$6.00/M
Donors by Category Cause	\$6.00/M
Cross Stitch	\$6.00/M
Sewing	\$6.00/M
Quilting	\$6.00/M

MANAGER

DSA Direct, LLC

AVERAGE INCOME

Value	\$40,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES

UNIT OF SALE	
Average	\$50.00

GENDER	
Male	15%
Female	85%

Exchange is not allowed

REUSE	
Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION	
Charges	\$100.00/F

CANCELLATION INSTRUCTIONS
 Orders cancelled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees.

KEY CODING	
Key Coding is available	
Charges	\$2.00/M

ADDRESSING	
FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

SPECIAL INSTRUCTIONS
 Sample Mail Piece required on Tests for Approval.
 Tests and Email Orders are on a prepayment basis.

CONTACTS				
Contact Name	Role	Email	Phone	Fax
Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact